From: GWIRZ --VCH0021A Date and time 06/12/90 19:29:38
To: HREIF --VCH0021A Helmut Reif

2028396844

FROM: GERARD A. WIRZ
Subject: epa plan

Helmut,

Here is the note Paul sent out. Since Helmut G. will only be back the 25th, I want to put you up to date.

I will call you Wednesday to confirm our Tuesday, June 19 meeting at 14:00.

Gerard
*** Forwarding note from PMAGLION--VCH0021A 06/11/90 17:14 ***
To: MHORST --VCH0021A Michael Horst

From: Paul Maglione
Subject: epa plan

Mike, please find below the suggested eec region action plan to prepare for the imminent release or leak of the EPA Risk Assessment Study on E.T.S.

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1) Steve Parrish is to provide us, as soon as possible, with the draft statement on the Study which will be used by PM USA. We will have this statement translated in various languages. As soon as the story breaks on international or European wire services, we will ask our p.r. agencies in the various markets to distribute this release to the science/health editors of general press. The p.r. agencies will already be asked to stand by and to prepare up-to-date lists of press targets.

2) Burson-Marsteller will immediately prepare a series of direct contacts between Helmut Gaisch and the science/health editors of the main wire agencies: AFP in France, Belga in Belgium, ANSA in Italy, etc. Alternatively, B-M could stage a single briefing for these editors in a major media center, i.e. London or Brussels. These contacts will take place as soon as possible after Helmut gets back to Neuchatel, starting on June 18. G. Wirz will already block as much as possible of Helmut's agenda with his secretary.

   A meeting between Helmut, S. Parrish, K. Teel, MDH/PAM/GW, and Chuck Lister will be held as soon as possible after the 18th to prepare Helmut on what he will be saying. By that time we should have a series of appointments set up by B-M with the wire agencies.

   As part of his briefing, Helmut will distribute U.S. press clippings concerning the indoor air quality problems that persisted at the EPA headquarters in Washington even after they banned all smoking. These clippings will be provided to Helmut by G. Wirz.

3) It will be the responsibility of PMI-NY and Burson-Marsteller Washington to ensure that EEC market press correspondents in New York and Washington are briefed on the EPA issue, either via an extension of Tobacco Institute information or via separate briefings by PM USA corporate affairs people. These correspondents

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should receive the same information as the U.S. press, except for the Yale study.

I will be coordinating this program with Gerard until I leave on the 21st of June; from then on Gerard will be responsible. B-M and C&B have been informed of this already.

cc: JDOLLISS--VUSO212A John Dollisson
SPARRISH--VCHO021A Steve Parrish
GWIRZ --VCHO021A Gerard Wirz
DDENNIS --VUSO212A Darienne Dennis
HGAISCH --VCHO021A Helmut Gaisch
GBUIA --VCHO021A Gabriella Buia
GGISCARD--VCHO021A G. Giscard
MCLARK --VCHO021A Marinette Clark

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